

The Town of Cobourg is seeking qualified students to join the ambassador team, providing exceptional customer service for residents and visitors in the promotion of responsible tourism at natural attractions, events, and businesses in the Town of Cobourg.

The primary duties of this position include:

- Learn about activities, businesses and services operating in the Town of Cobourg by learning from department staff, and self-education using existing marketing materials, internet searches, inquiries, etc.
- Learn the geographic area of the Town of Cobourg, road names, locations of parks, beaches, places to eat and sleep, places of interest, etc. to relay this information to visitors and give directions.
- Learn about the various resident and visitor sectors (age, interests, spending habits) to be able to competently match and suggest Town of Cobourg products to suit their needs for a more interesting and complete visitor experience
- Help conduct research about tourism (ex: activities, businesses, and services) in the Town of Cobourg.
- Along with working the Tourism Kiosks the Experience Ambassadors will schedule and set-up site visits, including the Experience Cobourg 10' x 10' tourism tent, table and materials at natural attractions and events to greet residents and visitors, providing them with relevant information and assistance.
- Educate the public about responsible tourism, local products, and experiences.
- Safely engage with the public and provide information and answer questions including alternative outdoor recreation areas and attractions.
- Educate the public about available products and services they may seek to complement their outdoor experience, such as food, beverage, shopping etc.
- Maintain visitor statistics for analysis.
- Working with the Town of Cobourg's Culture and Events team, take photos and post to social media for public messaging to residents and visitors.
- Assist in updating [experiencecobourg.ca](http://experiencecobourg.ca), review existing on-line business listings, identify new businesses, confirm map locations, eliminate outdated listings, etc.
- Assist in delivering maps and brochures to visitor centres and businesses throughout the Town of Cobourg as required.

**1. Victoria Hall/Beach Kiosk:**

- Have a clear understanding of the experiences and services Cobourg offers.
- Open and close stations.
- Greet customers with enthusiasm.
- Provide correct information to customers (residents and visitors).
- Record inquiries: visitor point of origin (e.g., postal/zip codes or county), number in party, etc.
- Maintain supply of marketing materials.
- Actively suggest extra night stays to enjoy all Cobourg and surrounding experiences.
- Actively sell souvenirs and retail products.
- Prepare weekly events listing.
- Perform other duties as assigned.

**2. Tours:**

- Conduct tours of Victoria Hall.
- Lead tours and provide information to guests on the history of Cobourg and Victoria Hall.
- Supervise extended tours, directing guests to visit our community tourism partners at the Canadian Women in Film Museum and Sifton Cook Heritage Centre.

**3. Marina and Campground:**

- Prepare and serve coffee at the Marina

- Greet visitors and provide visitor packages in the marina and campground
- Stock Experience Guides and Maps at both the marina and campground

#### 4. On the Street:

- Engage tourists and people on the street.
- Replace information in Community Event Boards.
- On a rotating basis with other students, conduct visitor surveys with iPad in various locations including beach, marina, campground, Victoria Hall, general downtown area, the CCC.

#### Working Conditions:

- This position is a Summer Student position governed by the CUPE Local 25 Collective Agreement.
- Hours of work will be governed by the CUPE Local 25 Collective Agreement working 35 hours a week and may include weekends and statutory holidays and the possibility of overtime.

#### The successful candidate:

- Must be returning to full time studies in fall of 2025.
- Must have exceptional interpersonal and communications skills (both oral and written).
- Must possess tact, diplomacy, creativity and excellent organizational abilities.
- Must have experience with Microsoft Office Programs including Word and Excel.
- Must be able to occasionally lift, push/pull and/or move tables and chairs up to 25 pounds.
- Must have experience using Social media (Facebook, Twitter, Instagram, YouTube, etc.).
- Must possess excellent internet research and computer skills.
- Must possess experience and interest in writing blogs.
- Must be enthusiastic, outgoing and motivated.
- Must obtain a Satisfactory Police Record Check upon employment.

For a detailed list of the position responsibilities and required qualifications please refer to the position description at [www.cobourg.ca/jobs](http://www.cobourg.ca/jobs). Interested applicants should forward a PDF copy of their cover letter and resume (one document) in confidence to the attention of the Human Resources Department at [HumanResources@cobourg.ca](mailto:HumanResources@cobourg.ca). We thank all applicants however only those selected for an interview will receive a response.

In accordance with the Municipal Freedom of Information and Protection Privacy Act, the information gathered is collected pursuant to the Municipal Act, 2001, as amended. The Town of Cobourg is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.